

State of Maine
Master Score Sheet

| RFP# 2018 07151 | | | | | |
|---|-----------------------------|---|---|-------------------------|--------------------------------------|
| Multimedia and Creative Services | | | | | |
| Bidder Name: | | Lapchick & Co (Marketing) | Good Fight Media (video production) | NL Partners (GD) | NL Partners (Marketing) |
| Proposed Cost: | | \$110/hour- or \$500- \$2000/per day based on service | Starting at \$1,000/day based on project scope | \$125/hour | \$100-\$135/hour based on service |
| Scoring Sections | Points Available | | | | |
| Pass/Fail-Were there any missing sections (no=pass) | Pass/Fail | Pass | Pass | Pass | Pass |
| Section I: Organization Qualifications and Experience | 40 | 40 | 40 | 40 | 40 |
| Section II: Proposed Services | 35 | 35 | 35 | 35 | 35 |
| Section III: Cost Proposal | 25 | 25 | 25 | 25 | 25 |
| TOTAL | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |
| Bidder Name: | | Rinck Advertising (Marketing) | | | |
| Proposed Cost: | | \$110-\$165/hour based on service | | | |
| Scoring Sections | Points Available | | | | |
| Pass/Fail-Were there any missing sections (no=pass) | Pass/Fail | Pass | | | |
| Section II: Organization Qualifications and Experience | 40 | 40 | | | |
| Section III: Proposed Services | 35 | 35 | | | |
| Section IV: Cost Proposal | 25 | 25 | | | |
| TOTAL | <u>100</u> | <u>100</u> | | | |



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

May 8, 2023

GoodFight Media, LLC
Patrick@goodfightmedia.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Patrick White:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- GoodFight Media, LLC
- Lapchick+Co
- NL Partners
- Rinck Advertising

The bidders listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Crosby".

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).



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Commissioner**

May 8, 2023

Lapchick+Co
Jodie@LapchickCo.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Jodie Lapchick:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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Commissioner**

May 8, 2023

NL Partners (Graphic Design)
rleonard@nlpartners.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Russell A. Leonard::

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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Jessica Crosby
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Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

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DEPARTMENT OF ADMINISTRATIVE
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**Kirsten Figueroa
Commissioner**

May 8, 2023

NL Partners (Marketing)
rleonard@nlpartners.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

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Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

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DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

May 8, 2023

Rinck Advertising
peter@rinckadvertising.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Peter Rinck:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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- NL Partners
- Rinck Advertising

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Crosby".

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER GoodFight Media
DATE: October 28, 2022

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|---|-------------------------|-----------------------|
| Preliminary Information (Eligibility) | | |
| • were there any missing sections from the proposal? | x | |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section I. Organization Qualifications and Experience | 40 | 40 |
| Section II. Proposed Services | 35 | 35 |
| Section III. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>100</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER GoodFight Media

DATE: October 28, 2022

**OVERVIEW OF SECTION
Preliminary Information**

| |
|-------------------------|
| |
| Preliminary Information |

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER GoodFight Media

DATE: October 28, 2022

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|---|-----------------------------|---------------------------|
| Section I. Organization Qualifications and Experience | 40 | 40 |

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☐ Yes

☒ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER GoodFight Media

DATE: October 28, 2022

**EVALUATION OF SECTION II
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|-------------------------------|-----------------------------|---------------------------|
| Section II. Proposed Services | 35 | 35 |

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: P- yes, provided links to work samples-provides full scope of production services.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER GoodFight Media

DATE: October 28, 2022

**EVALUATION OF SECTION III
Cost Proposal**

| Lowest Submitted Cost Proposal | ÷ | Cost Proposal Being Scored | x | Total Points | = | Score |
|-----------------------------------|---|-------------------------------|---|--------------|---|-------|
| NA | ÷ | NA | x | 25 points | = | 25 |

Evaluation Team Comments: P- Production costs outlined and itemized. Starts at 1000/per day based on the project scope

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Lapchick & Co (Marketing)

DATE: October 28, 2022

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services

Name of RFP Coordinator: Jessica Crosby

Names of Evaluators: Jessica Crosby & Karen Butterfield

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|---|-------------------------|-----------------------|
| Preliminary Information (Eligibility) | | |
| • were there any missing sections from the proposal? | x | |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section I. Organization Qualifications and Experience | 40 | 40 |
| Section II. Proposed Services | 35 | 35 |
| Section III. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>100</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Lapchick & Co (Marketing)

DATE: October 28, 2022

**OVERVIEW
Preliminary Information**

| |
|-------------------------|
| |
| Preliminary Information |

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Lapchick & Co (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|---|-----------------------------|---------------------------|
| Section I. Organization Qualifications and Experience | 40 | 40 |

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes Names Provided? ☒ Yes ☐ No

3. Organizational Chart

☐ Yes

☒ No

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Lapchick & Co (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION II
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|-------------------------------|-----------------------------|---------------------------|
| Section II. Proposed Services | 35 | 35 |

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: P- has a lot of print experience

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Lapchick & Co (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION III
Cost Proposal**

| Lowest Submitted Cost Proposal | ÷ | Cost Proposal Being Scored | x | Total Points | = | Score |
|-----------------------------------|---|-------------------------------|---|--------------|---|-------|
| NA | ÷ | NA | x | 25 points | = | 25 |

Evaluation Team Comments: P-on par with industry – 110/hour total project costs come in around 500-2000 per day based on project scope.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Graphic Design)

DATE: October 28, 2022

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services

Name of RFP Coordinator: Jessica Crosby

Names of Evaluators: Jessica Crosby & Karen Butterfield

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|---|-------------------------|-----------------------|
| Preliminary Information (Eligibility) | | |
| • were there any missing sections from the proposal? | x | |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section I. Organization Qualifications and Experience | 40 | 40 |
| Section II. Proposed Services | 35 | 35 |
| Section III. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>100</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Graphic Design)

DATE: October 28, 2022

**OVERVIEW
Preliminary Information**

| |
|-------------------------|
| |
| Preliminary Information |

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Graphic Design)

DATE: October 28, 2022

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|---|-----------------------------|---------------------------|
| Section I. Organization Qualifications and Experience | 40 | 40 |

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Graphic Design)

DATE: October 28, 2022

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|-------------------------------|-----------------------------|---------------------------|
| Section II. Proposed Services | 35 | 35 |

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: P- nice designs presented- well established business, experience is broad.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Graphic Design)

DATE: October 28, 2022

**EVALUATION OF SECTION III
Cost Proposal**

| Lowest Submitted Cost Proposal | ÷ | Cost Proposal Being Scored | x | Total Points | = | Score |
|-----------------------------------|---|-------------------------------|---|--------------|---|-------|
| NA | ÷ | NA | x | 25 points | = | 25 |

Evaluation Team Comments: P- cost per hour is on par with the industry. 125/hour

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER NL Partners (Marketing)
DATE: October 28, 2022

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|---|-------------------------|-----------------------|
| Preliminary Information (Eligibility) | | |
| • were there any missing sections from the proposal? | x | |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section I. Organization Qualifications and Experience | 40 | 40 |
| Section II. Proposed Services | 35 | 35 |
| Section III. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>100</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Marketing)

DATE: October 28, 2022

**OVERVIEW
Preliminary Information**

| |
|-------------------------|
| |
| Preliminary Information |

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|---|-----------------------------|---------------------------|
| Section I. Organization Qualifications and Experience | 40 | 40 |

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION II
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|-------------------------------|-----------------------------|---------------------------|
| Section II. Proposed Services | 35 | 35 |

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: Nice samples of marketing materials.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER NL Partners (Marketing)

DATE: October 28, 2022

**EVALUATION OF SECTION III
Cost Proposal**

| Lowest Submitted Cost Proposal | ÷ | Cost Proposal Being Scored | x | Total Points | = | Score |
|-----------------------------------|---|-------------------------------|---|--------------|---|-------|
| NA | ÷ | NA | x | 25 points | = | 25 |

Evaluation Team Comments: P- itemized hourly rates are on par with industry standards. 100-135 per hour depending on who you are working with inside the company.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER Rinck Advertising-Marketing
DATE: October 28, 2022

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|---|-------------------------|-----------------------|
| Preliminary Information (Eligibility) | | |
| • were there any missing sections from the proposal? | x | |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section I. Organization Qualifications and Experience | 40 | 40 |
| Section II. Proposed Services | 35 | 35 |
| Section III. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>100</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Rinck Advertising-Marketing

DATE: October 28, 2022

**OVERVIEW
Preliminary Information**

| |
|-------------------------|
| |
| Preliminary Information |

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Rinck Advertising-Marketing

DATE: October 28, 2022

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|---|-----------------------------|---------------------------|
| Section I. Organization Qualifications and Experience | 40 | 40 |

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Rinck Advertising-Marketing

DATE: October 28, 2022

**EVALUATION OF SECTION II
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|-------------------------------|-----------------------------|---------------------------|
| Section II. Proposed Services | 35 | 35 |

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: P response to proposal and samples, nice sample of social media campaign

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER Rinck Advertising-Marketing

DATE: October 28, 2022

**EVALUATION OF SECTION III
Cost Proposal**

| Lowest Submitted Cost Proposal | ÷ | Cost Proposal Being Scored | x | Total Points | = | Score |
|-----------------------------------|---|-------------------------------|---|--------------|---|-------|
| NA | ÷ | NA | x | 25 points | = | 25 |

Evaluation Team Comments: P= On par with the industry 110-165 per hour

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: GoodFight

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Instructions: The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes
☒ No

Reason for pass/fail: [All sections are included.](#)

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☒ No

3. Organizational Chart

☐ Yes

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: GoodFight

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☒ No

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: The vendor has provided prior services to the state of Maine agencies (for example: Centers for Disease Control).

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes:

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

P-Rates are transparent and easy to understand.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: GoodFight

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes

☐ No

Reason for pass/fail: [All information included, no points deducted.](#)

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☐ Yes

☒ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: GoodFight

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: FYI: Small business- no need for an org chart. Has experience working with the state do not deduct points

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: P on par with industry standards.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Lapchick + Co

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail: All items were included, I'd give all points to vendor.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☒ Yes

☐ No

☐ No

3. Organizational Chart

☐ Yes

☒ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Lapchick + Co

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes:

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P has a lot of print experience

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: N-Costs are on the higher end of the industry standard but still within what is expected.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Lapchick & Co

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Instructions: The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes
☒ No

Reason for pass/fail: [Vendor included all sections required.](#)

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☒ Yes
☐ No

☐ No

3. Organizational Chart

☐ Yes

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Lapchick & Co

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☒ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☐ Yes

☒ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes:

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: [P- worked with Multiple types of media](#)

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Graphic Design

BIDDER NAME: NL Partners

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes
☒ No

Reason for pass/fail: [Award all points.](#)

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☒ No

3. Organizational Chart

☒ Yes
☐ No

4. Has there been any litigation? (employee situation)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Graphic Design

BIDDER NAME: NL Partners

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☒ Yes
☐ No

5. Is the licensure included?

☒ Yes
☐ No

6. Is the certificate of insurance included?

☒ Yes
☐ No

Additional Notes:

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes:

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes
☐ No

Additional Notes: [on par with industry standards](#)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Graphic Design

BIDDER NAME: NL Partners

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail: [The vendor included all required information.](#)

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Graphic Design

BIDDER NAME: NL Partners

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☒ Yes
☐ No

5. Is the licensure included?

☐ Yes
☒ No

6. Is the certificate of insurance included?

☒ Yes
☐ No

Additional Notes: [P Long standing business, varying types of design](#)

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: [P-has worked with the State](#)

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes
☐ No

Additional Notes: [P- straightforward pricing](#)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail:

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes:

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: [P detailed proposal, nice work](#)

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services

BIDDER NAME: NL Partners Marketing

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail: Vendor has included all required sections.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services

BIDDER NAME: NL Partners Marketing

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☒ Yes

☐ No

5. Is the licensure included?

☐ Yes

☒ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: Vendor has done work with other state agencies previously.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes:

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail:

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: [P VERY detailed submission](#)

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes:

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: [P- on par with industry](#)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail: Vendor had the required information in their submission.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☐ Yes

☒ No

☐ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services- Marketing

BIDDER NAME: Rinck Advertising

DATE: 11-09-2022

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes:

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: [P worked with state](#)

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kristin Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20187151
RFP TITLE: Multimedia and Creative Services

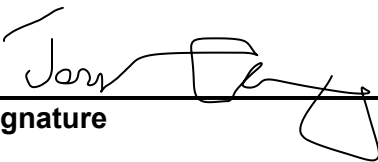
I, Jessica Crosby accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.


Signature

11/8/22

Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL
SERVICES

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 201807151
RFP TITLE: MULIT-MEDIA AND CREATIVE SERVICES

I, Karen G. Butterfield _____
accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Karen Butterfield

03-28-2023

Signature

Date